



## *Town of Lexington* Tourism Committee

Dawn McKenna, *Chair*

(781) 862-0500 ext 84585

### **AGENDA**

Thursday February 11, 2016 at 4 – 5:30 pm  
Parker Room (lower level Town Office Building)

Members: Marsha Baker, Kerry Brandin, Margaret Coppe, Bebe Fallick, Trisha Kennealy, Dawn McKenna, Wim Nijenberg, Leeyng Wu

Staff: Masha Traber                      Economic Development Coordinator: Megan Zammuto

Economic Development Officer: Melisa Tintocalis

Center Committee Liaison: Fred Johnson

Selectmen Liaison: Peter Kelley

**1) Marketing, brochure and website**

- a) AAA Conference – giveaways, materials
- b) International Marketing
- c) Domestic Marketing

**2) Visitors Center**

**3) Joint Tourism Training – March 31st**

**4) Tourism Committee Operations – Staff update**

**5) Liberty Ride/Battle Green Guide Operations**

**6) Events**

- a) Voyage en Francophonie – March 12th
- b) Revolutionary Revelry

**7) Minutes**

**8) Updates & Miscellaneous**

- a) Battle Road Scenic By-Way
- b) Center Streetscape

**9) Other unforeseen items that must be addressed prior to next meeting**

**Next Meeting:** *February 25 ~ March 10 ~ March 24*

*All agenda items may be taken up in a different order and are subject to change in compliance with State law.*